

2010 Raymond, NH Winter Farmers Market

Raymond Business & Economic Development Council

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Dear Farmers, Fishermen, Food Producers, and Craftspeople,

Thank you for your interest in Raymond's first year of conducting Winter Farmers' Markets. This packet will provide you with the details: market dates & times, locations, market guidelines, market policies, and application information.

The new market will be located in the multi-purpose room of the Lamprey River Elementary School. All markets will be held on Saturdays, from 10:00am - 2:00pm. The location and dates are:

Lamprey River Elementary School

33 Old Manchester Road
Raymond, NH 03077

- December 11, 2010
- January 22, 2011
- February 19, 2011
- March 5, 2011

All market hours will be from 10:00 a.m. to 2:00 p.m., with the doors opening at 8:30 a.m. for set-up. Breakdown and clean-up will take place between 2 p.m. and 3 p.m.

Although we are not a member of Seacoast Eat Local, we are working with that organization to establish Raymond's Farmers' Market, so many of the same policies will be utilized. Winter Farmers' Markets have gained substantial popularity over the past few years, both in numbers of vendors and customers attending the markets. As a result, Seacoast Eat Local is helping us to provide another option for those farmers, fishermen and food producers who want additional opportunities.

We encourage you to submit your completed application as soon as possible. The application deadline is November 24, 2010.

If you have any questions, please contact Ernest Cartier-Creveling, farmersmarket@raymondnh.gov, 603-895-4735 x126 or Robert Price at rprice@raymondnh.gov

Sincerely,

Timothy Louis, Chairman
Raymond Business & Economic Development Council



2010 Raymond, NH Winter Farmers Market

2010-2011 Raymond, NH Winter Farmers' Markets

Information for Vendors

Our objective is to connect consumers with locally grown foods for the health of our environment, community, culture, and economy.

We organize the Raymond NH Winter Farmers' Markets in order to:

- Provide consumers with access to locally grown foods during the winter months;
- Provide local farmers and fishermen with year-round income opportunities;
- Contribute to the long-term viability of our local agricultural economy and increase the capacity of local farms, fisheries, and food enterprises to provide our region with a diversity of high quality, locally produced foods throughout the year.

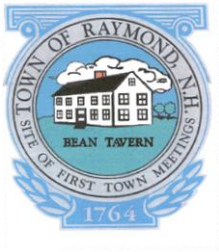
The Winter Farmers' Market Guidelines are written to reflect Raymond NH Farmers' Market's objective to connect consumers with locally grown foods. The guidelines are designed to create vibrant, successful markets and ensure a high standard of quality, providing the best experience for both vendors and consumers.

Vendor Eligibility Checklist

Please use this checklist to determine whether you are eligible to participate.

- We accept applications from farmers, fishermen, prepared food vendors, along with craft vendors who utilize locally produced agricultural related materials in the merchandise they produce (see Item #8 on page 4 for the region which is considered "local").
- All products from farmers, fishermen and prepared food vendors must be grown, harvested or made by the vendor.
- Vendors are encouraged to sign up for all market dates.
- Vendors must abide by state and local food safety regulations. Each vendor is responsible for licensing or certification required for products sold in New Hampshire.

Questions? Please contact Ernest Cartier-Creveling, Community Development Director
farmersmarket@raymondnh.gov or 603-895-4735 x126 or x117.



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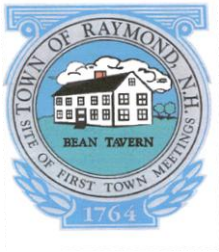
Application Process

We encourage you to submit your completed application as soon as possible. The application deadline is **November 24, 2010**. Please make a photocopy of your application before you mail it in, so you can refer to it if necessary. Applicants will be notified of the status of their application no later than **December 1, 2010**. If you have questions about the guidelines or application, please contact us! You may e-mail us at farmersmarket@raymondnh.gov or call 603-895-4735 x126 or x117.

2010/2011 Winter Farmers' Market GUIDELINES

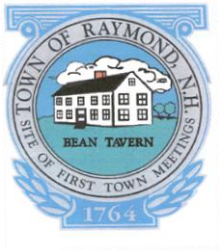
1. It is preferred that most vendors sell food. Farmers are permitted to sell additional agricultural products alongside food. However, it is preferred that a majority of vendors in the market sell mostly edible products, and their displays should emphasize these.
2. It is preferred that products sold at the market are grown, harvested, or made by the vendor. This includes products grown or harvested on the farm but processed elsewhere
3. All products sold at the market must be listed on the vendor's application, and pre-approved by the Raymond Business and Economic Development Council (RBEDC) or its designee. Vendor applications may be amended by calling or e-mailing not less than 72 hours prior to the market. All products are subject to approval. Products that have not been pre-approved will not be allowed to be sold.
4. Prepared Food Vendor Eligibility: In keeping with our objective, it is preferred that vendors' products are derived from or utilize locally grown goods. All prepared foods should contain at least one locally grown ingredient and/or demonstrate an added value to a farm/farm product. While some exception is made---particularly where blends of ingredients like those used in prepared foods such as preserves, sauces, and baked goods---every effort will be made to give priority to locally grown or derived goods.
5. Seafood Vendor Eligibility: It is preferred that seafood products are harvested from the Gulf of Maine, off the coast of New Hampshire, or Great Bay by a local fisherman.
6. Co-op Spaces: Farmers and fishermen may apply for a "co-op space" in which more than one farmer/vendor share a single space. The vendor application must include the names, contact information, and products intended for sale by both vendors, as well as liability insurance certificates for both vendors. We do not consider "co-op spaces" for prepared food vendors.
7. Double Spaces: Double spaces (for farmers) may be available at some of the markets. Availability differs from market to market and must be requested in advance. Prepared food vendors may not request a double space. Double space requests will be granted based on product, the vendors' ability to fill the space, the market size. Decisions will be made at the discretion of the Market Manager.

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8. **Criteria for Vendor Selection:** The RBEDC is committed to creating a diverse marketplace with the highest quality, locally grown and produced products. Although the RBEDC will not be bound to apply a particular set of selection criteria in every instance and reserves unconditional discretion to accept or refuse anyone as a winter market vendor, RBEDC considers many factors when evaluating vendor application. Generally, priority will be given to farmers and producers who bring product to the market that is 100% grown and harvested on farmland in southern NH, northeastern MA and southwestern ME. Additional criteria include, but are not limited to: product quality, farming methods, attractiveness of displays, strong customer service, history of compliance with market rules, timely submission of application materials, product balancing to meet the needs of the whole market, safe food production and handling, past market attendance, sourcing of local ingredients for prepared foods, and packaging with low environmental impact.

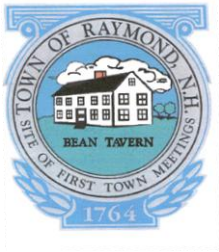


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Raymond, NH Winter Farmers' Market POLICIES

1. Booth spaces vary but are a minimum of 10' wide. There are no tables provided. Vendors are responsible for providing their own set-up equipment.
2. Vendors selling by weight must provide their own certified scales. We do not have provisions available for hanging scales. Vendors have successfully made inexpensive tripods for their scales or used certified digital scales.
3. Vendors are expected to arrive no earlier than 8:30 a.m. to begin setting up. Vendors must remain at the market until the market closes, and should not begin breakdown until 2:00 p.m. Vendors may not leave early.
4. Prices for each product must be posted clearly.
5. The expectation is that your space will be left as clean as it was found. Please help us make sure we are welcome back another year to this facility. We ask all vendors to sign up to volunteer for general clean up at least once during the winter market season. Consider bringing a broom. **Additional brooms will be on hand for your use.**
6. Even though the markets are indoors, this does not mean that electricity is available to all vendors. Vendors should not expect to use electricity and should make preparations accordingly. Should you have questions in this regard, we encourage you to contact us.
7. Vendors who sell or sample a product that produces trash must have a receptacle for trash accessible to customers. We encourage vendors to use recyclable or compostable food containers, utensils, etc.
8. The RBEDC reserves the right to offer customers additional products such as tote bags, seeds, non-represented locally grown products, or books at its own table as a fundraiser for the Winter Farmers' Markets. Vendors who have an idea for a product for resale that they would like to see offered may email us the suggestion, but no vendors may sell such products.
9. Weather in New Hampshire in the winter is unpredictable. In the event of bad weather we will hold the market if we can do so safely. However, the Raymond school system reserves the right to not open the building in bad weather. If markets are cancelled we will contact each vendor. If a major storm hits New Hampshire please be prepared. Cancelled markets may not be rescheduled.
10. Political campaigning is not permitted at the markets. Vendors should not engage in political activity at the markets, such as gathering signatures for petitions to governing bodies.
11. Farmers selling genetically engineered or modified organism (GMO) crops must have clear signage stating which items they are.
12. Vendors are expected to help promote each market. There are many ways to contribute to promotion and publicity efforts, including emails, website or blog updates, social network posts, etc. Raymond Farmers' Market organizers will be happy to advise vendors on helping with market promotion.
13. The RBEDC may make exceptions to any of these policies, but is expected to do so very rarely.

Questions? Please contact Ernest Cartier-Creveling, Community Development Director
farmersmarket@raymondnh.gov or 603-895-4735 x126 or x117.



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Raymond NH Winter Farmers' Markets

Vendor Application

(All vendors, please complete this form)

Farm or Business Name: _____

Producers name(s): _____

Mailing Address: _____

Phone: _____ Cell phone: _____

Email: _____ Is your business on Facebook? _____

Website: _____ Is your business on Twitter? _____

Products: All products sold must be grown, harvested or made by the vendor, and are subject to review. Consult the attached market guidelines for allowable products. There are specific guidelines that pertain to prepared food vendors. Call or email if you have any questions about products. Please check the applicable categories and describe your products in detail. For example "aged goat cheese", "various cuts of heritage pork", "apple pie made with apples from Friendly Farm".

☐ Vegetables

☐ Eggs

☐ Fruits

☐ Meats

☐ Seafood

☐ Poultry

☐ Dairy

☐ Maple syrup or honey

☐ Baked goods (please complete additional Prepared Food Vendor application)

☐ Prepared foods (please complete additional Prepared Food Vendor Application)

Please list the products you intend to sell. Use additional sheets if necessary. (Prepared food vendors: please use the additional Prepared Food Vendor Application to describe your products.)

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Market Publicity: Please list 3 specific ways you would be willing to help promote the markets this winter (examples: Put a link on your website to the Farmers' Market Page on the Town of Raymond website. Post market info on your blog. Use social media to spread the word. Put up posters in your town. Hand out postcards at your market booth. Email your customer lists, etc.)

- 1.
- 2.

The Raymond Business and Economic Development Council asks that all vendors contribute to Winter Farmers' Market promotion and publicity efforts. A collective effort will help us all to be more successful!

Market Dates

All market dates are Saturdays, and hours are 10 a.m.- 2 p.m.. Market fees for each market are \$25 per day, per space. Market fees are nonrefundable. Please consider carefully your winter schedule and product availability. Please indicate which markets you would like to participate in (refer to market guidelines for restriction on potted plants in Rollinsford). We ask that all vendors sign up for clean-up crew at least once during the market season.

Prepared food vendors: please check preferred dates.

- ☐ December 11
- ☐ January 22
- ☐ February 19
- ☐ March 5

Market fees due:

Total number of markets _____ x \$25 = \$ _____

Make checks payable to Town of Raymond (Farmers' Market)

I wish to be a vendor at the Winter Farmers' Market and will participate as noted above. I have read and understand the Winter Farmers' Market Guidelines and Policies. I understand that I am responsible for individual product liability and by my signature release the host site, Raymond Business and Economic Development Council, the Town of Raymond and the Raymond School District from liability due to my product(s).

Signature: _____

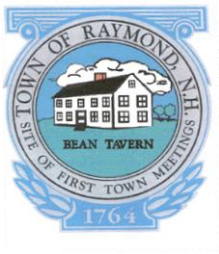
Printed Name: _____

Please include the following to ensure that your application is complete:

1. Application with your signature (2 pages)
2. Check for market fees, payable to Town of Raymond, NH (Farmers' Market)
3. A copy of your certificate of liability insurance (**or have your agent fax it to (603) 895-0903 or send it directly to the address below**)
4. Prepared food vendors must complete an additional Prepared Food Vendor Application
5. Prepared food vendors must include a photocopy of their food service license (certified kitchen, homesteading, or other state license)
6. Alcohol vendors must include a photocopy of the state's permission to vend
7. Certificate of Organic Certification (if applicable)

Mail to: Raymond Farmers' Market, c/o Robert Price, 4 Epping Street, Raymond, NH 03077

Questions? Please contact Ernest Cartier-Creveling, Community Development Director
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Prepared Food Vendor Application

If you plan to sell prepared foods, please complete this application form in addition to the general "Vendor Application"

The Raymond Winter Farmers' Markets are farmer-based, in support of our objective to connect consumers with locally grown and raised food. To make the markets successful and appealing, we have invited select prepared food vendors to apply. Your application DOES NOT guarantee acceptance to the market.

We ask that all of our food vendors:

- Source ingredients directly from farmers participating in Raymond, NH Winter Farmers' Markets, or directly from farms in southern New Hampshire, northeastern Massachusetts, and southwestern Maine, or grown by the processor. Due consideration is given to ingredients not available locally, but are available regionally (grains, etc).
- Use recyclable or compostable containers.
- We are looking for more vendors selling food to be eaten on premises.

Each item for sale should include at least one locally sourced ingredient (exceptions are made when no ingredients are available locally).

Contact Info:

Business Name: _____

Owner(s): _____

Who will be working at your market table? _____

Product Info:

Please list each item you wish to sell. Use additional sheets if necessary. If you would like to add an item during the market season, you may amend your application by calling or emailing not less than 72 hours prior to the market. All products are subject to approval.

Example 1:

Item: Blueberry Scones

Local ingredient(s): Blueberries, Eggs

Source: Blueberries from Bright Berry Farm, eggs from Cluck Farm

Example 2:

Item: Pizza

Local Ingredient(s): Tomatoes, onions, basil, oregano, mozzarella, sausage

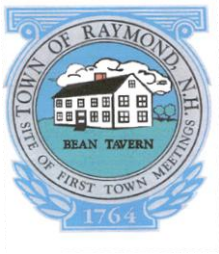
Source: Tomato sauce homemade with tomatoes from Merry Veggie Farm, onions and herbs from Hardy Acres Farm, mozzarella homemade with milk from Moo Farm, sausage made from Oink Farm pork.

Item:

Local Ingredient(s):

Source:

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Item:

Local Ingredient(s):

Source:

Item:

Local Ingredient(s):

Source:

Item:

Local Ingredient(s):

Source:

Item:

Local Ingredient(s):

Source:

How are your items packaged or served (IE, handed to customer in napkin, paper cups, paper bowl with plastic spoon, etc)?

Business Info:

How else do you sell your products? Please specify which farmers' markets, restaurants, institutions, online sites, wholesalers, or retailers.

What is your business known for?

Tell us how your participation in the Winter Farmers' Markets would contribute to your business plan. It is the RBEDC's objective to connect consumers with locally grown foods for the health of our environment, community, culture, and economy. Tell us how your business supports this objective.



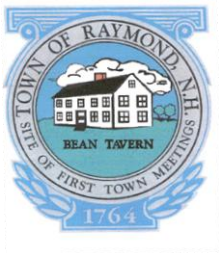
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Agriculturally Related Crafts Information Sheet

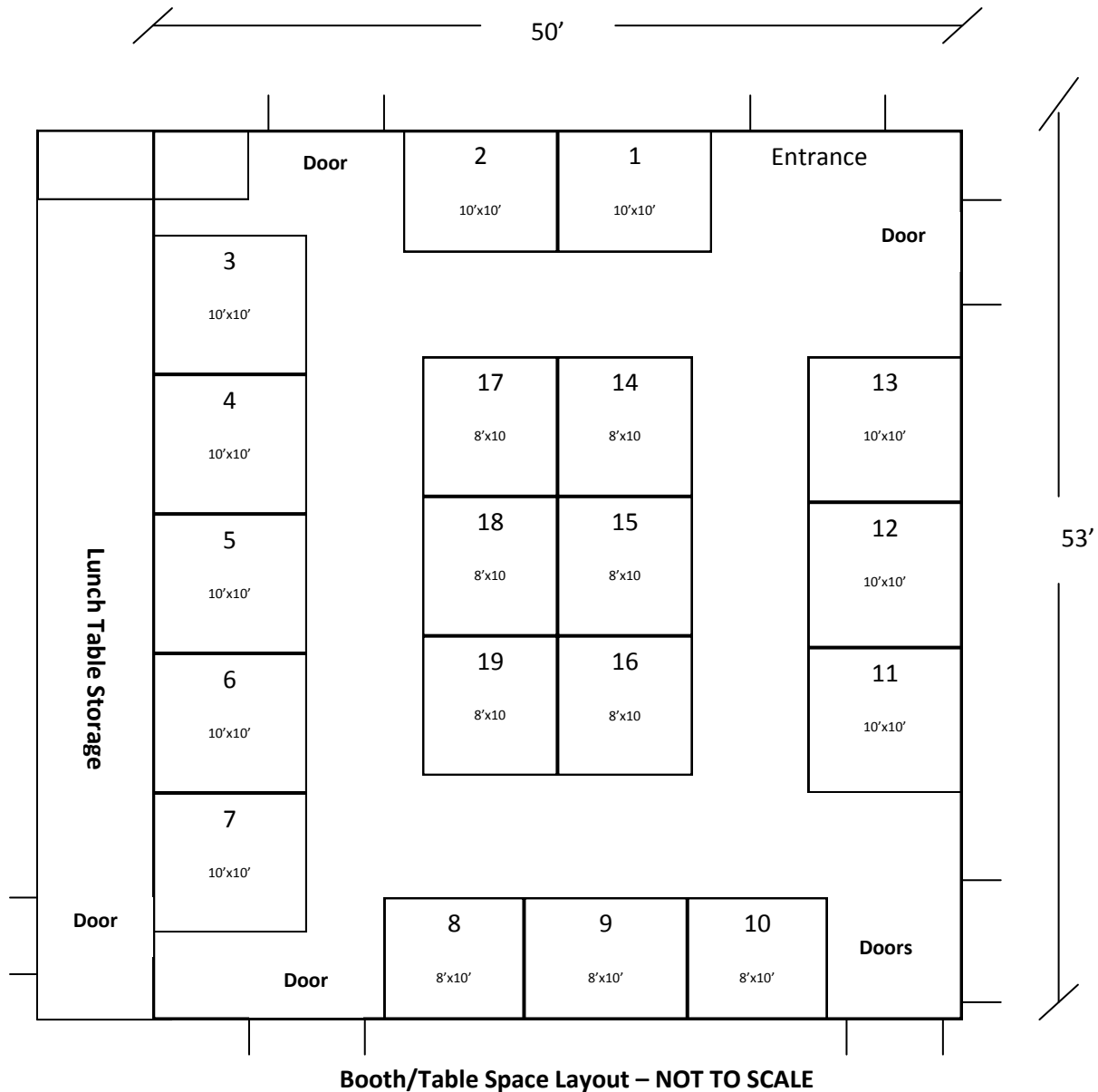
Please describe your craft products, indicating what materials are utilized to make them. For example, if your product is clothing made from wool that is produced locally, please tell us the source.

Product	Materials Used to Make	Source of Materials

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Assigned Spaces

1. Anderson Mini-Maples, Deerfield, NH: rec'd application on 11/16/2010; 10' x 10' space

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